

Tentative Proposed Standards  
for Marketing Foods to Children,  
2-17 years of age

Interagency Working Group

FTC, CNPP, CDC, FDA

# Resources

- Representatives from CDC, FDA, USDA, and FTC
- Current regulations for health claims and nutrient content claims (21CFR Part 101 Food Labeling)
- The 2005 *Dietary Guidelines for Americans*
- Relevant reports from the National Academies of Science-Institute of Medicine (e.g. *Dietary Reference Intakes*, *Nutrition Standards for Foods in Schools*)

# Tentative Proposed Standards:

## Standard I

### **Standard I:**

### **Foods Exempt from Standards II and III**

**The following foods are part of a healthful diet and may be marketed to children without meeting Standards II and III.**

100% fruit and fruit juices in all forms

100% vegetables and vegetable juices in all forms; must not exceed 140 mg of sodium per RACC\*

100% non-fat and low-fat milk and yogurt

100% whole grains

100% water

**Note:** 100% is defined as no added nutritive or non-nutritive sweeteners and no other functional ingredients added to the product, except flavoring for water, milk, and yogurt

# Tentative Proposed Standards:

## Standard II

### **Standard II: Meaningful Contribution to a Healthful Diet**

**Foods marketed to children must provide a meaningful contribution to a healthful diet.**

#### **Option A:**

Food must contain at least 50% by weight of one or more of the following: fruit; vegetable; whole grain; fat-free or low-fat milk or yogurt; fish; extra lean meat or poultry; eggs; nuts and seeds; or beans

#### **Option B:**

Food must contain one or more of the following per RACC:

0.5 cups fruit or fruit juice

0.6 cups vegetables or vegetable juice

0.75 oz. equivalent of 100% whole grain

0.75 cups milk or yogurt; 1 oz. natural cheese; 1.5 oz. processed cheese

1.4 oz. meat equivalent of fish or extra lean meat or poultry

0.3 cups cooked dry beans

0.7 oz. nuts or seeds

1 egg or egg equivalent

# Tentative Proposed Standards:

## Standard III

<b>Standard III: Nutrients to Limit</b>	<b>Foods marketed to children must not contain more than the following amounts of saturated fat, trans fat, sugar, and sodium.</b> <b>Saturated Fat:</b> 1 g or less per RACC* and not more than 15% of calories; <b>Trans Fat:</b> 0 g per RACC* (<0.5 g) <b>Sugar:</b> No more than 13 g of added sugars per RACC* <b>Sodium:</b> No more than 200 mg per portion§
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\*For foods with a small RACC (30 g or less or 2 tablespoons or less), the criteria refer to the amount per 50 g of food.

§This level is interim and over time should be reduced to 140 mg per RACC.

# Tentative Proposed Standards for Marketing Foods to Children (2-17 y)

**Standard I: Foods Exempt from Standards II and III**

**Standard II: Meaningful Contribution to a Healthful Diet,**  
and  
**Standard III: Nutrients to Limit**